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June 23, 2006

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The U.S. Patent and Trademark Office is asked to acknowledge receipt of the following:

1. Transmittal Form PTO/SB/21
2. Supplemental Information Disclosure Statement including 1 sheet of PTO/SB/08a

Applicants: Simon TONG and Mark PEARSON
U.S. Serial No.: 10/661,741
For: Methods and Systems for Improving a Search Ranking Using
Population Information and Click Data
Examiner: Cheryl Renea LEWIS
Art Unit: 2167

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PTO/SB/21 (09-04)

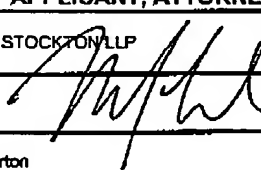
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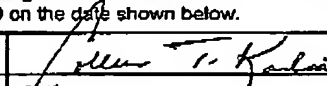
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TRANSMITTAL FORM	Application Number	10/661,741
	Filing Date	September 12, 2003
	First Named Inventor	Simon Tong et al.
	Art Unit	2167
	Examiner Name	LEWIS, Cheryl Renea
(to be used for all correspondence after initial filing)		
Total Number of Pages in This Submission		Attorney Docket Number 53051/288305

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): PTO/SB/08 (1 pg.)
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	KILPATRICK STOCKTON LLP		
Signature			
Printed Name	Michael J. Turton		
Date	June 23, 2006	Reg. No.	40,852

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Simon Tong et al.

SERIAL NO.: 10/661,741

GROUP ART UNIT: 2167

FILED: September 12, 2003

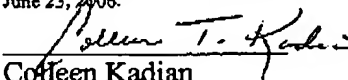
EXAMINER: LEWIS, Cheryl
Renea

FOR: METHODS AND SYSTEMS FOR IMPROVING A SEARCH RANKING USING
POPULATION INFORMATION AND CLICK DATA

ATTORNEY DOCKET NO.: 53051/288305

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SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with Rules 56, 97 and 98 of the Rules of Practice in Patent Cases (37 C.F.R. §§ 1.56, 1.97, and 1.98), the patent publications listed on the attached PTO/SB/08a are submitted for consideration by the Examiner.

Applicant does not represent or admit that any document listed is prior art or material, and Applicant reserves the right to challenge any assertion that a document listed is prior art or material. Further, Applicant reserves the right to establish patentability over the listed documents.

U.S. Application No. 10/661,741
Supplemental Information Disclosure Statement
Page 2

It is respectfully requested that the references listed on the attached form PTO/SB/08a be expressly considered by the Examiner, made of record in the application, and appear among the "References Cited" on any patent to issue therefrom.

Certificate

It is hereby certified that each item of information contained in the accompanying Supplemental Information Disclosure Statement was first cited in a communication from a patent office in a patent application not more than three months prior to the filing of this statement.

Applicant's attorney believes that no fees are due with this submission, however the Commissioner is authorized to charge any fees that may be due or credit any overpayment to Deposit Account No. 11-0855.

Respectfully submitted,



Michael J. Turton
Reg. No. 40,852

KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta, Georgia 30309
Phone: 404.815.6061
Attorney Docket No.: 53051/288305

JUN 23 2006

PTO/SB/08a (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

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Substitute for form 1448A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

Application Number	10/661,741
Filing Date	September 12, 2003
First Named Inventor	Simon Tong et al.
Art Unit	2167
Examiner Name	LEWIS, Cheryl Renea
Attorney Docket Number	53051/288305

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (# known)			
	1	US-2003/0120654 A1	06/28/2003	Edlund et al.	
	2	US- 2002/0049752 A1	04/25/2002	Bowman et al.	
	3	US- 2003/0037074	02/20/2003	Dwork et al.	
	4	US- 2004/0186828	09/23/2004	Yadav et al.	
	5	US-2004/0215607	10/28/2004	Travis, Robert L. Jr.	
	6	US-			
	7	US-			
	8	US-			
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FOREIGN PATENT DOCUMENTS

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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw (line through citation # not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinda Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language translation is attached.

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